

# ADVERTISE!



## Advertising Guidelines

- ☑ All advertisements must meet NGS's criteria for quality of design and typesetting.
- ☑ Electronic ads in TIFF format and grayscale mode are preferred. Word processor files such as Microsoft Word are not acceptable.
- ☑ NGS reserves the right to refuse any advertisement.
- ☑ No advertisement will be accepted or reserved until full payment is received.
- ☑ Due Dates:  
Jan/Feb/Mar issue: 20 Nov.  
Apr/May/Jun issue: 20 Feb.  
Jul/Aug/Sep issue: 20 May  
Oct/Nov/Dec issue: 20 Aug.

Send completed advertising contract and payment to NGS at the address provided on that form.

E-mail electronic ad file to [ads@ngsgenealogy.org](mailto:ads@ngsgenealogy.org).

## Questions?

Contact:  
NGS Advertising Manager  
Courtney Holmes  
E-mail: [ads@ngsgenealogy.org](mailto:ads@ngsgenealogy.org)

Want to reach thousands of genealogists who are looking for quality goods and services?

Place your ad in the *NGS Magazine*. It will be viewed by more than 9,000 serious genealogists, and it will live on in home and reference libraries nationwide for years to come. In addition, NGS members will see your ad in the online digitized version of the *NGS Magazine* at the NGS website ([www.ngsgenealogy.org](http://www.ngsgenealogy.org)).

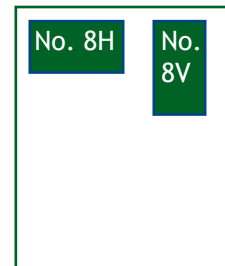
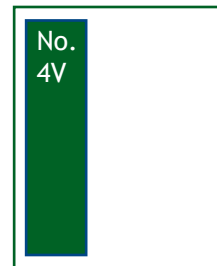
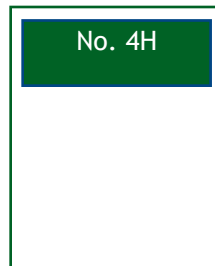
## Advertising Rates: *NGS Magazine*

|                                                                                                                         |                                                                        |                                                                                                                            |                                                                      |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| <b>C2</b>                                                                                                               | <b>C3</b>                                                              | <b>C4</b>                                                                                                                  | <b>No. 1</b>                                                         |
| <b>Inside Front Cover (C2)</b><br>Black/Grayscale<br>(8.5" x 11" bleed)                                                 | <b>Inside Back Cover (C3)</b><br>Black/Grayscale<br>(8.5" x 11" bleed) | <b>Outside Back Cover (C4)</b><br>Black/Grayscale<br>(7.5" x 5")                                                           | <b>Inside Full Page (No. 1)</b><br>Black/Grayscale<br>(7.5" x 9.75") |
| 1X - \$1200<br>2X - \$2160<br>3X - \$3240<br>4X - \$4200                                                                | 1X - \$700<br>2X - \$1260<br>3X - \$1890<br>4X - \$2520                | 1X - \$625<br>2X - \$1125<br>3X - \$1688<br>4X - \$2250                                                                    | 1X - \$355<br>2X - \$639<br>3X - \$959<br>4X - \$1278                |
| <b>No. 2H</b>                                                                                                           | <b>No. 2V</b>                                                          | <b>No. 3H</b>                                                                                                              | <b>No. 3V</b>                                                        |
| <b>Inside 2/3-page Horizontal (No. 2H) or Vertical (No. 2V)</b><br>Black/Grayscale<br>H - 7.5" x 6"<br>V - 4.5" x 9.75" |                                                                        | <b>Inside 1/2-page Horizontal (No. 3H) or Vertical (No. 3V)</b><br>Black/Grayscale<br>H - 7.5" x 4.75"<br>V - 3.5" x 9.75" |                                                                      |
| 1X - \$295<br>2X - \$531<br>3X - \$797<br>4X - \$1000                                                                   |                                                                        | 1X - \$215<br>2X - \$387<br>3X - \$581<br>4X - \$774                                                                       |                                                                      |

(continued)

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## Advertising Rates: *NGS Magazine*



**Inside 1/3-page  
Horizontal (No. 4H) or Vertical (No. 4V)  
Black/Grayscale**  
H - 7.5" x 3"  
V - 2.25" x 9.75"  
1X - \$190  
2X - \$342  
3X - \$513  
4X - \$684

**Business Card Size  
Horizontal (H) or  
Vertical (V)  
Black/Grayscale**  
H - 3.5" x 2"  
V - 2" x 3.5"  
1X - \$50  
2X - \$90  
3X - \$135  
4X - \$180